

May 13, 2019

Asst. Vice President, Listing Deptt.
National Stock Exchange of India Ltd.,
Exchange Plaza, Plot C/1, G Block
Bandra Kurla Complex,
Bandra (E),
MUMBAI - 400 051
Scrip Code: HEROMOTOCO

The Secretary,
BSE Limited
25th Floor,
Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001
Scrip Code: 500182

Sub: Press Release

Dear Sirs,

Please find enclosed herewith a copy of the Press Release being issued by the Company.

Kindly place the same on your records.

Thanking you,

For Hero MotoCorp Ltd.

A handwritten signature in blue ink, appearing to read 'Neerja Sharma'.

(Neerja Sharma)
Company Secretary & Chief Compliance Officer

Encl.: As above

Hero MotoCorp Ltd.

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New Delhi, May 13, 2019

HERO MOTOCORP AUGMENTS ITS PREMIUM STRATEGY IN SCOOTER SEGMENT

LAUNCHES INDIA'S FIRST SCOOTER WITH FUEL-INJECTION TECHNOLOGY – MAESTRO EDGE 125

INTRODUCES POWERFUL ‘RETRO-STYLED’ NEW PLEASURE+ 110

In keeping with its aggressive growth strategy for the scooter segment, Hero MotoCorp, the world's largest two-wheeler manufacturer, today further strengthened its scooter portfolio with the launch of two powerful and stylish new scooters – **Maestro Edge 125** and **Pleasure+ 110** – for customers in India and across its global markets.

Following its successful foray in the 125cc scooter segment with Destini 125, Hero MotoCorp today launched India's first scooter with Fuel Injection (FI) technology – the Maestro Edge 125. The FI variant of the scooter is priced at Rs 62,700/-* while the i3S (Carb) variants are priced at Rs. 58,500/-* (Drum) and Rs. 60,000/-* (Disc).

*Ex-showroom Delhi.

Hero MotoCorp's popular Pleasure brand – which already enjoys a strong customer connect - made a powerful and stylish entry into the 110cc segment as the Pleasure+ 110. The scooter is attractively priced at Rs. 47,300/-*.

*Ex-showroom Delhi.

With these launches, Hero MotoCorp has now rolled out seven new products - including premium motorcycles and scooters - with youthful appeal and technological and design excellence, in a short span of time.

Closely following the launch of its all-new X range of motorcycles – XPulse 200, XPulse 200T and Xtreme 200S - the new scooters are targeted at rapidly growing Hero MotoCorp's presence in the scooter segment.

The Company will commence the retail sales of the scooters over the next few weeks.

Commenting on the launch, **Dr. Markus Braunsperger, Chief Technology Officer, Hero MotoCorp Ltd., said**, *“With the introduction of three strong products – Maestro Edge 125, Destini 125 and Pleasure+ 110 – within just a few months, we have laid out a strong roadmap to accelerate our growth in the scooter segment. The introduction of India's first scooter with the FI technology – the Maestro Edge 125 – demonstrates the capabilities of our R&D ecosystem.”*

Malo Le Masson, Head of Global Product Planning, Hero MotoCorp Ltd., said, *“Our Scooter strategy is unfolding now with new models that have an edge over competition, be it in technology or style. The Pleasure brand created the women-dedicated segment long back and the new Pleasure+ 110 broadens its audience to all young customers aspiring for a stylish ride. The Maestro Edge 125 is bringing FI technology to the scooter category in India and sets a new benchmark in the segment. Along with the Destini 125, Hero MotoCorp now has a robust portfolio targeting customers of both 125cc and 110cc scooters and is geared up to enhance its presence in the segment.”*

Sanjay Bhan, Head of Sales, Aftersales, and Parts, Hero MotoCorp, said, *“We have already made a strong and successful foray in the 125cc scooter segment with the launch of Destini 125 recently. Together with Maestro Edge 125 and Pleasure 110, we are confident that our portfolio will appeal to a varied customer set and subsequently, contribute towards growing our presence in the scooter segment.”*

THE MAESTRO EDGE 125

After a successful foray in the 125cc scooter category with the Destini 125, Hero MotoCorp is now introducing the ultra-premium and powerful new scooter – Maestro Edge 125. Designed for today’s young generation, the new Maestro Edge 125 offers the right amalgamation of optimum performance, sleeker design and best-in-class technology.

The scooter comes in two variants - the FI variant and an i3S (Carb) variant.

The Maestro Edge 125 FI brings several firsts, not only to the 125cc scooter segment but also to the entire scooter segment. It is the first and only scooter in the country to have the Fuel Injection technology. Its engine produces a power output of 9.1 bhp @7000 rpm and maximum torque of 10.2Nm @5000 rpm delivering the best-in-class Power to Weight ratio.

The i3S (Carb) variant that comes with a 125cc Energy Boost Engine, produces power output of 8.7 bhp @6750 rpm and maximum torque of 10.2 Nm @5000 rpm - while featuring Hero’s intuitive i3S (Idle-stop-start system) for higher efficiency.

The models come packed with a host of design elements including the stand out LED Signature, diamond-cut Cast Wheels, textured Seats, sharp Front Cover & Apron, sleek Rear Cowl, signature LED tail-lamp and frost Winkers while being also loaded with the best features pack in the segment.

Upping the convenience, safety and utility quotient, the scooter comes with a host of exciting features like the external fuel filling, mobile charging port, boot lamp, remote key opening, side stand indicator, service due reminder and digital-analog meter.

The Maestro Edge 125 FI comes in two color combinations -- Pearl White with Brown inner panel & Astro Gold front forks and Panther Black with a sporty Red inner panel.

Maestro Edge 125 i3S (Carb) variant is available in an all Matt color palette – Matt Blue, Matt Red, Matt Brown and Matt Vernier Grey.

THE PLEASURE+ 110

The successful Pleasure brand is now entering the 110cc segment as the powerful and stylish Pleasure+ 110.

Targeted at young students and professionals, the new Pleasure+ 110 packs a powerful punch with its retro design and performance. The scooter comes with a new 110cc engine that produces a power output of 8 bhp @ 7500 rpm, a highly impressive torque of 8.7 Nm @ 5500 rpm which combined with a light weight of 101 Kgs makes it fun to ride.

The Pleasure+ 110 carries the right balance of modern and vintage appeal with design elements like new retro front, sleek rear tail lamp and a dual texture seat

Keeping the convenience and safety aspects in focus, the scooter offers features like a USB charger located accessibly close to the front pocket, LED boot lamp, Integrated Braking System and a new backlit Speedometer with Fuel and Side Stand Indicator.

The Pleasure+ 110 is available in two variants – Sheet Metal Wheel (color options - Glossy Black, Glossy Blue, Glossy White and Glossy Red) and Cast Wheel (color options - Matt Red, Matt Green and Matt Vernier Grey).

For more information:

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